**Project 1: Website Traffic Analysis**

 Bookmark this page

**Project Title:**Website Traffic Analysis

**Dataset Link:**[**https://www.kaggle.com/datasets/bobnau/daily-website-visitors**](https://www.kaggle.com/datasets/bobnau/daily-website-visitors)

**Project Steps**

**Phase 1: Project Definition and Design Thinking**

**Project Definition:**The project involves analyzing website traffic data to gain insights into user behavior, popular pages, and traffic sources. The goal is to help website owners enhance the user experience by understanding how visitors interact with the site. This project encompasses defining the analysis objectives, collecting website traffic data, using IBM Cognos for data visualization, and integrating Python code for advanced analysis.

**Design Thinking:**

1. Analysis Objectives: Define the key insights you want to extract from the website traffic data, such as identifying popular pages, traffic trends, and user engagement metrics.
2. Data Collection: Determine the data sources and methods for collecting website traffic data, including page views, unique visitors, referral sources, and more.
3. Visualization: Plan how to visualize the insights using IBM Cognos to create meaningful dashboards and reports.
4. Python Integration: Consider incorporating machine learning models to predict future traffic trends or user behavior patterns.

**Phase 2: Innovation**

Consider incorporating machine learning models to predict future traffic trends or user behavior patterns.

**Phase 3: Development Part 1**

Start building the website traffic analysis using IBM Cognos for visualization.

**Phase 4: Development Part 2**

Continue building the analysis by creating visualizations using IBM Cognos and integrating Python code for advanced analysis.

**Phase 5: Project Documentation & Submission**

Document the website traffic analysis project and prepare it for submission.

**Documentation**

* Outline the project's objective, design thinking process, and development phases. Describe the analysis objectives, data collection process, data visualization using IBM Cognos, and Python code integration. Explain how the insights from the analysis can help website owners improve user experience.
* Describe the analysis objectives, data collection process, data visualization using IBM Cognos, and Python code integration.
* Explain how the insights from the analysis can help website owners improve user experience.

**Submission**

* Share the GitHub repository link containing the project's code and files. Provide instructions on how to replicate the analysis and generate visualizations using IBM Cognos and Python. Include example outputs of the visualizations and analyses.
* Provide instructions on how to replicate the analysis and generate visualizations using IBM Cognos and Python.
* Include example outputs of the visualizations and analyses.